



**CBS5**  
**Meredith Corporation**  
**FED ID# 42-0410230**  
**4016 N Black Canyon**  
**Phoenix, AZ 85017**  
**(602)264-1000**

www.kpho.com

# CONTRACT

<b>Contract / Revision</b> 499499 /		<b>Alt Order #</b> 06386663
<b>Product</b> ARIZONA SENATE		
<b>Contract Dates</b> 10/22/12 - 11/11/12		<b>Estimate #</b>
<b>Advertiser</b> AFSCME		<b>Original Date / Revision</b> 10/19/12 / 10/22/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KPHO	<b>Account Executive</b> Megan Langford	<b>Sales Office</b> HRP-CHICAGO
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Adelstein Liston**  
**222 West Ontario Street**  
**Suite 600**  
**Chicago, IL 60654**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KPHO	10/28/12	11/04/12	CBS SUNDAY MORNING	Various		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$1,500.00			
Week:		10/29/12	11/04/12	-----3				3	\$1,500.00			
2	KPHO	10/22/12	11/02/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$2,000.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$2,000.00			
3	KPHO	10/22/12	11/02/12	YOUNG & THE RESTLESS	M-F 1059a-1159a		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$1,500.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$1,500.00			
4	KPHO	10/22/12	11/02/12	PEOPLES COURT	M-F 3p-357p		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$400.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$400.00			
5	KPHO	10/22/12	11/02/12	ANDERSON COOPER	M-F 358p-458p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$500.00			
Week:		10/29/12	11/04/12	MTWTF--				2	\$500.00			
6	KPHO	10/22/12	11/02/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$1,500.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$1,500.00			
7	KPHO	11/05/12	11/05/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,000.00			
8	KPHO	11/05/12	11/05/12	YOUNG & THE RESTLESS	M-F 1059a-1159a		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
9	KPHO	11/05/12	11/05/12	PEOPLES COURT	M-F 3p-357p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$400.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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499499 /	06386663

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/12 - 11/11/12	ARIZONA SENATE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
AFSCME	10/19/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
10	KPHO	11/05/12	11/05/12	ANDERSON COOPER	M-F 358p-458p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$500.00			
11	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
12	KPHO	10/22/12	11/02/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$1,400.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$1,400.00			
13	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,400.00			
14	KPHO	10/22/12	11/02/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$1,700.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$1,700.00			
15	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,700.00			
16	KPHO	10/27/12	10/27/12	CBS 5 NEWS @ 630P	Sa 630PM News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,000.00			
17	KPHO	10/28/12	11/04/12	CBS 5 NEWS @ 530P	Su 530p-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,500.00			
Week:		10/29/12	11/04/12	-----1				1	\$1,500.00			
18	KPHO	10/22/12	11/02/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$2,400.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,400.00			
19	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,400.00			
20	KPHO	10/27/12	11/03/12	Sa Late News	Sa 10p-1035p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,500.00			
Week:		10/29/12	11/04/12	-----1-				1	\$1,500.00			
21	KPHO	10/28/12	11/04/12	Su Late News	Su 10p-1035p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,800.00			
Week:		10/29/12	11/04/12	-----1				1	\$1,800.00			
22	KPHO	10/22/12	11/02/12	DAVID LETTERMAN	M-F 1035p-1138p		:30			NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$600.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$600.00			
23	KPHO	11/05/12	11/05/12	DAVID LETTERMAN	M-F 1035p-1138p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$600.00			

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<u>Advertiser</u>	<u>Original Date / Revision</u>
AFSCME	10/19/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
24	KPHO	11/05/12	11/05/12	HAWAII FIVE-0	Mon 9p-10p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$7,500.00			
25	KPHO	10/30/12	10/30/12	NCIS	Tue 7p-8p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$10,000.00			
26	KPHO	10/23/12	10/30/12	VEGAS	Tue 9p-10p		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$7,500.00			
Week:		10/29/12	11/04/12	-1-----				1	\$7,500.00			
27	KPHO	11/01/12	11/01/12	BIG BANG THEORY/TWO	Thu 7p-8p		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$6,500.00			
28	KPHO	11/01/12	11/01/12	PERSON OF INTEREST	Thu 8p-9p		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$12,000.00			
29	KPHO	11/01/12	11/01/12	ELEMENTARY	Thu 9p-10p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$10,000.00			
30	KPHO	10/26/12	11/02/12	BLUE BLOODS	F 9p-10p		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$7,500.00			
Week:		10/29/12	11/04/12	----1--				1	\$7,500.00			
31	KPHO	10/27/12	10/27/12	CRIMETIME SATURDAY	Sat 8p-9p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$4,000.00			
32	KPHO	10/27/12	10/27/12	48 HOURS MYSTERY	Sat 9p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$4,000.00			
33	KPHO	11/04/12	11/04/12	60 MINUTES	Sun 6p-7p		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$12,000.00			
34	KPHO	10/28/12	10/28/12	THE GOOD WIFE	Sun 8-9p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$5,000.00			
35	KPHO	11/04/12	11/04/12	THE GOOD WIFE	Sun 8-9p		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$8,000.00			
36	KPHO	10/28/12	10/28/12	THE MENTALIST	Sun 9-10p		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$8,500.00			
37	KPHO	11/04/12	11/04/12	THE MENTALIST	Sun 9-10p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$10,000.00			
38	KPHO	10/28/12	10/28/12	NFL (Early)	NFL Early Game		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$5,000.00			
39	KPHO	11/04/12	11/04/12	NFL Doubleheader-E	NFL Doubleheader		:30			NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12   11/04/12   -----3   3   \$3,500.00												
40	KPHO	11/04/12	11/04/12	NFL Doubleheader-L	NFL Doubleheader		:30			NM	3	\$19,425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12   11/04/12   -----3   3   \$6,475.00												
41	KPHO	11/03/12	11/03/12	NCAA Football Reg Season	NCAA Football		:30			NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12   11/04/12   -----2-   2   \$2,000.00												
<b>Totals</b>											<b>90</b>	<b>\$253,525.00</b>

\*Tax 1 Note: Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 -10/28/12	35	\$78,800.00	\$66,980.00	\$334.90	\$67,314.90
10/29/12 -11/05/12	55	\$174,725.00	\$148,516.25	\$742.58	\$149,258.83
<b>Totals</b>	<b>90</b>	<b>\$253,525.00</b>	<b>\$215,496.25</b>	<b>\$1,077.48</b>	<b>\$216,573.73</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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NAB Form PB-17 Issues

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Dennis Haggerty  
do hereby request station time concerning the following issue:

<u>AZ Senate</u>
------------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: DFSCMS

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

*[Handwritten signature]*

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*[Handwritten signature]*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Laura Reyes - Treasurer*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

*10/19/2012*  
Date

*[Handwritten signature]*  
Signature

*312-787-3322*  
Contact Phone Number

### TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title



# New Account Set-Up Form

Station KPHO

Is this a Direct Advertiser?

NO

KPHO Location Only  
Is account Taxable?

Yes

Account Executive

KPHO House Local

New Business

New Business Date

Order Amount \$

Manager Signature

Special Handling:

## ADVERTISER INFORMATION

Advertiser Name: AFSCME

Advertiser Address: 222 W. Ontario St, Chicago, IL 60654

Contact Name: Paula Hambrick

Phone number: 312.787.3322

Fax Number:

Email:

Rev1  
POL

Rev2  
PLI

Rev3  
SPL

Priority Code  
IMP

Demographics  
35+

Product Code  
Political Issue

Order Separation  
Regular

Advertiser Separation  
Regular

Care of:

## AGENCY INFORMATION

AGENCY NAME: Adelstein / Liston (in the System)

Electronic Invoicing (Spotdata)  
IDB#

Agency Main Address: 222 W. Ontario St. , Chicago IL. 60654

Agency Billing Address:

Agency Phone Number:

Agency Fax Number:

Email:

Agency Contact (accounting)

Contact Phone:

Email:

Agency Contact (Sales)  
Paula Hambrick

Contact Phone:  
312.787.332

Email:

In order to ensure accuracy, please fill out all applicable fields including the advertiser address even when an agency link is requested. Rev and priority codes are mandatory, all documents received incomplete will be forwarded back for correction

Manager approval required

## Advertiser Profile

New 1 Revision

KPHO

Name: AFSCMEAgency Name to Link to: Adelstein/ListonRevenue Code 1  
(Please Circle One)Revenue Code 2  
(Please Circle One)Revenue Code 3  
(Please Circle One)

GEN-A General Agency

REG REGULAR

FLT FLIGHT ADVERTISER

GEN-D General Direct

DR Direct Response

ANN Annuals

POL Political

EX Exclusive

QD Quarterly Deals

NON-SPT Non-Spot Commissioned

INT Internet

INC Agency Incremental

NSD Non-Spot, Non-Commission

PD Paid Programming

ACM Access Marketing

GRP Group

HLOC House Local

CM Cause Marketing

NET Network

HNAT House National

CS Cornerstones

RGNL Regional

HPOL House Political

CON Contests

PRD Production

HDIR House Direct

ESR Event Share Revenue

RNT Rent

PLC Political Candidates

INT Internet Regular Business

GM PROMO Program Promo

PLI Political Issues

DR DIRECT DR Direct Business

PSA Public Service Announcement

PI Per Inquiry

DEVNB Developmental New Business

RE-TRANS Cable Re-Transmission Fee

VN Vendor

SIGN Digital Sign

RSI Revenue Share Internet

DEVINT Developmental Internet

RSP Revenue Share Partnership

IMG Image Plus

MKTG Marketing Revenue

PDP Product Placement

SPL Senatorial Elections

CPL Congressional Elections

GPL Gubernatorial Elections

LPL Local Elections

PPL Presidential Elections

NBZ New Business

## Priority Code

FNP Fixed Non-Preemptable

P72 Preemptable w/in 72 Hours

PMT Preemptable

IMP Immediately Preemptable

HPT Highly Preemptable

DR Direct Response

TRD Trade

NC No Charge Spots

Demographic

A35+

Advertiser Separation

Order Separation

Product Code(s)

(DO NOT USE BIAS # CODES)

Restricted Program(s)

Taxable

Yes

No

Developmental Until  
(if applicable)

Developmental Approved

C/O

(if applicable)

Special Handling

(Coop, additional invoice copies, mailing instr)

## Contacts

Name

Type (Circle One)

Phone

Fax

Email

Buying/Billing

Buying/Billing

Buying/Billing

## Account Executives

Account Executives

Office

Region